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SUGGESTIONS FOR WINDOW AND TABLE EXHIBITS



U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION
DIVISION OF INFORMATION

FOOD FOR FREEDOM WINDOW EXHIBITS

The exhibits suggested in this booklet can be prepared with a minimum of effort, and with easily obtained materials. In most cases, the background consists of a piece of wallboard or plywood, painted white, lettered in red or blue or both. It is well to back the panels if possible with a light wooden frame, to assure their permanent flatness. Needless to say, the better the quality of hand lettering on the signs, the more professional and impressive the exhibit will seem.

The exhibits of food containers and food can be borrowed from a local grocer or farmer. Since grocery stores are logical locations for food exhibits, many grocers may be willing to cooperate by lending both windows and food.

The use of brightly colored cloth or crepe paper on floor and background will add attractiveness and unity of effect. Colors should harmonize with those used in the signs, of course. Light or dark blue, bright yellow, orange, or dark green might be suggested.

If the window is poorly lighted, it will be well to put a large bulb in an available overhead socket, or if there is no reflector, a spot or flood bulb of the reflecting mushroom type might be used. If necessary, an extension cord and socket could be used to direct the light of the flood bulb at the best angle to attract attention and illuminate the exhibit.

Fresh vegetables should be kept fresh and attractive by sprinkling or substitution. Empty milk bottles could be filled with white paint, emptied, and capped, to simulate milk. If the window is cool enough, however, real milk could be used.

Do not expect any merchant to contribute his window for very many days at a stretch. After all, the window is one of his means of advertising.

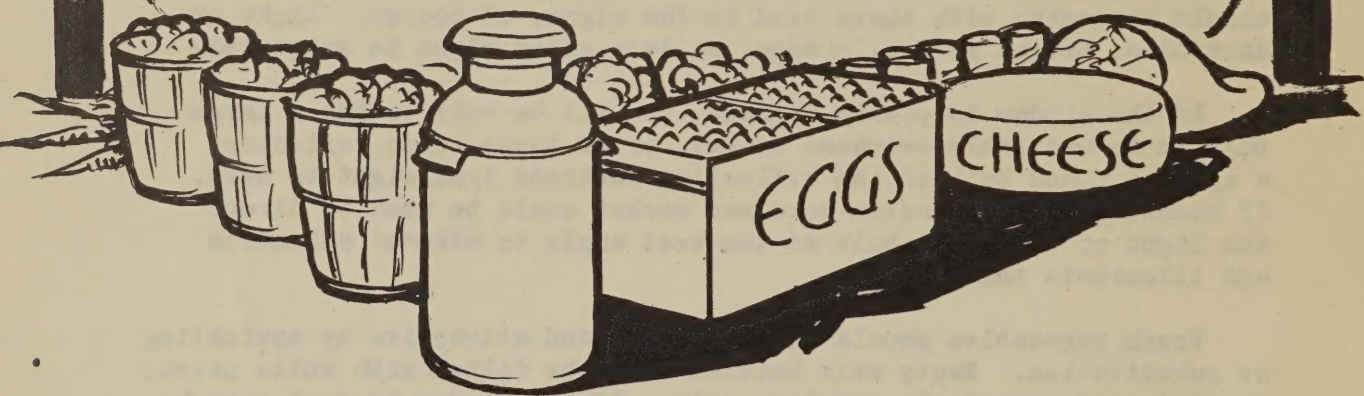
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"Keep'em Flying"



With

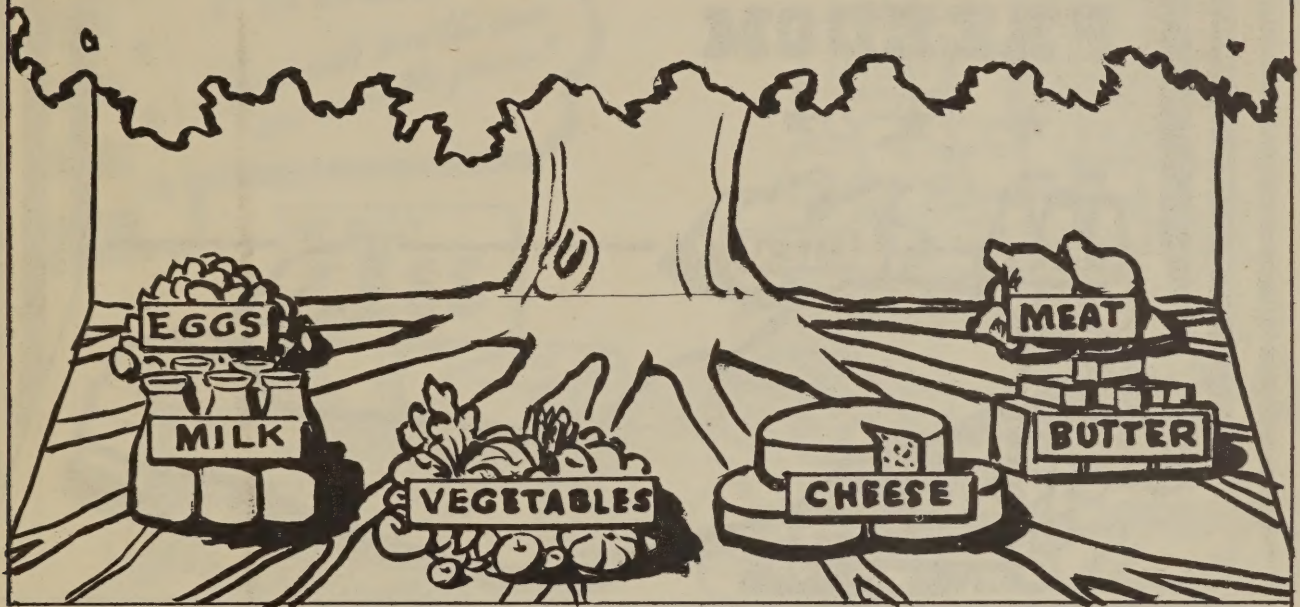
PLENTY TO EAT!



The background could be a piece of wallboard or plywood, with the sky painted blue, the cloud white, and the lettering red. The plane should be a model plane, suspended from above. Every town has a young model maker who would be glad to exhibit his handicraft. The more realistic the plane, the better, of course.

FOOD FOR FREEDOM

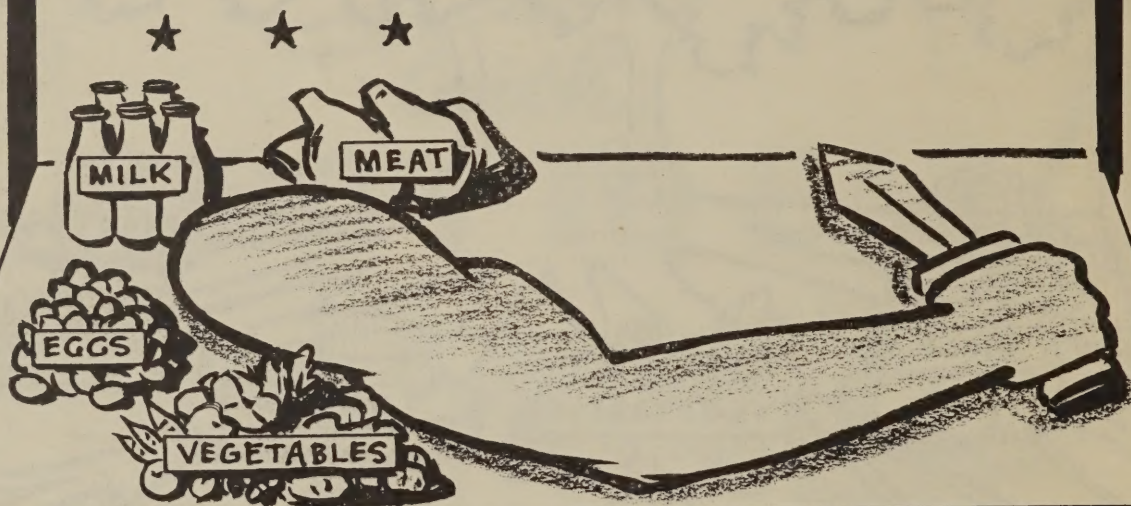
Nourishing the roots of National
Health and Defense are these foods-



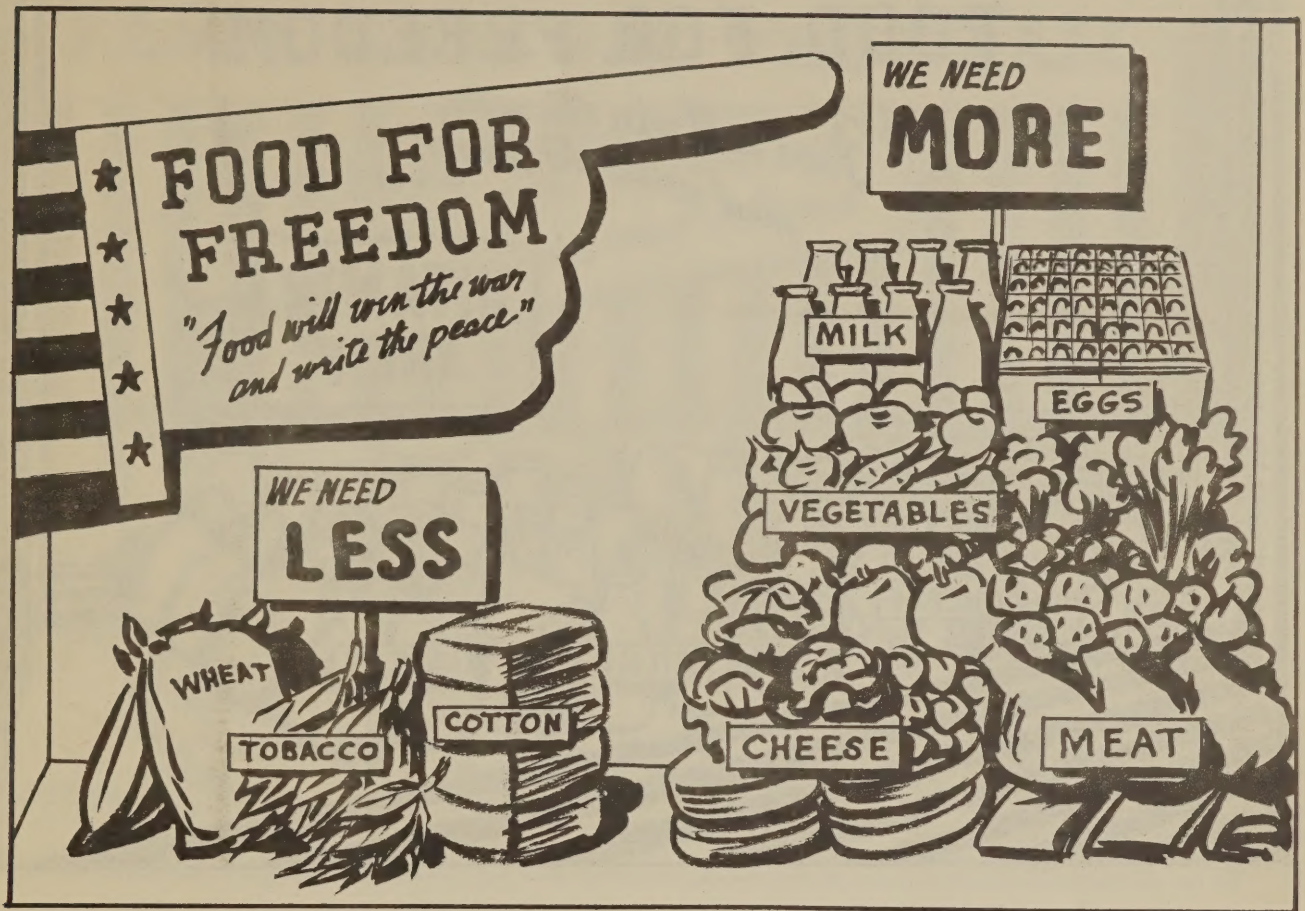
The tree could be painted on a background of wallboard or plywood. The tree could be painted light green, the trunk brown, and the sky blue. The lettering should probably be black. The floor of the window should be covered with green cloth or crepe paper, over which could be laid the roots, cut out of brown paper just the color of the tree trunk. The little signs could be painted on stiff cardboard.

★ ★ ★
**FOOD
FOR
FREEDOM**

Food to strengthen the arm of defense



The background could be white wallboard, with red stripes and blue lettering. The floor of the exhibit could be green cloth or crepe paper. The arm could be cut out of brown paper, or better yet, moulded of sand, or clay, or other plastic material. The sword could be either a wooden sword painted aluminum, or a real sword or bayonet.



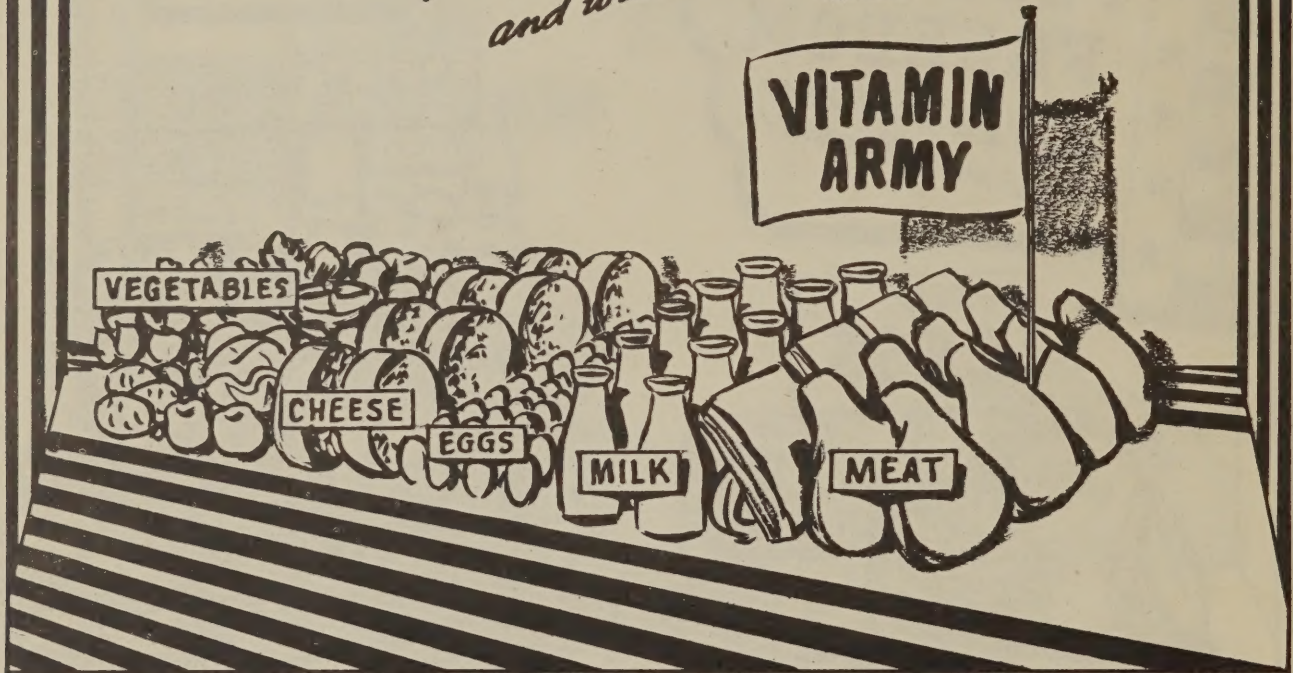
The large hand could be cut out of wallboard or plywood with a jigsaw or keyhole saw, and painted white. It could be mounted away from the background on wooden blocks, or secured at the side, so that its position would be about 4 inches forward of the background. The stripes could be red, the stars blue, and all of the lettering in the exhibit could be red or blue on white. The little cotton bale could be made by tying a burlap bag around a box, padding it, and putting raw cotton in the ends.

FOOD FOR FREEDOM



*"Food will win the war
and write the peace"*

WICKARD



The floor and background could be wallboard, white, with red stripes and blue lettering. The flag could be cut out of wallboard and attached to the flagstaff with string through small holes, so that it will keep its readable position.

FARM DEFENSE PROGRAM

*Food for Freedom
at home and abroad*



The background could be red stripes and blue lettering on white wallboard. The map could be cut out of brown paper with scissors or out of wallboard with key-hole saw, coping saw, or jig saw. It could be white or light brown. The ocean could be a piece of light blue or green cloth. The little freighters will have to be made by hand if none are available at dime stores or novelty stores.

FARM DEFENSE PROGRAM

— food for national health!



This exhibit might be developed by the local commercial photographer. The background might be a piece of wallboard lettered, striped and starred in red, white, and blue. Photographs of attractive local babies could be furnished by the photographer, milk bottles and cans to be furnished by a local grocer or farmer.



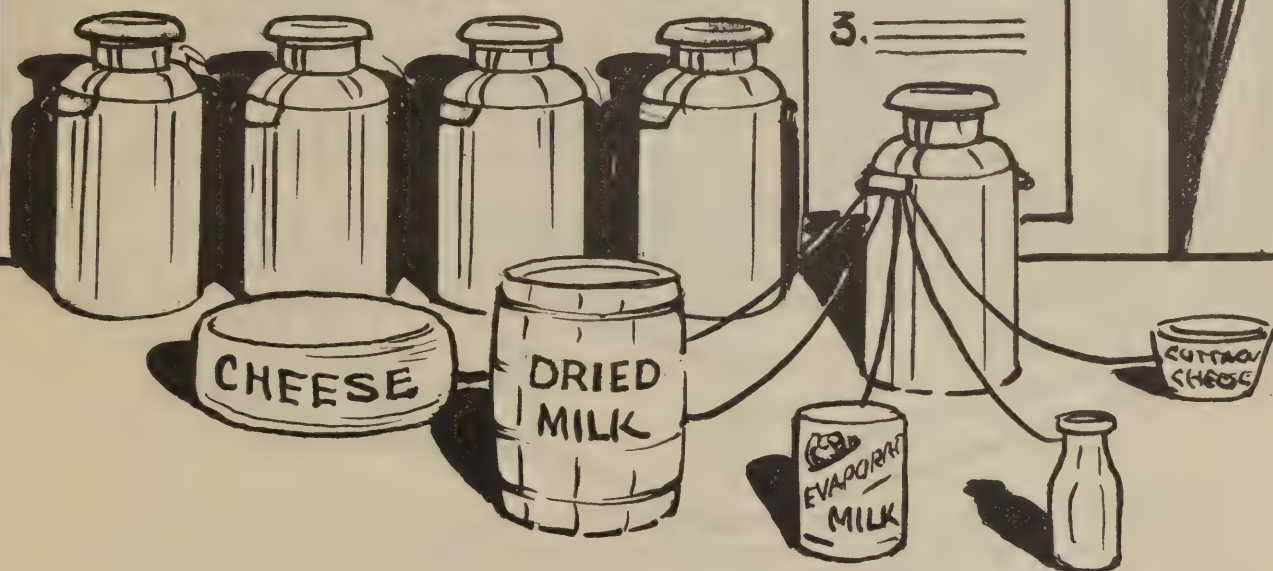
The background could be a piece of wallboard, lettered and striped red, white and blue. The pile of guns, bullets, gas masks, etc., and the pile of machinery and tools can probably be borrowed locally. The defense foods used in the background can be borrowed from a local grocer - the owner of the window, if the exhibit is installed in a grocery store.



The U.S.D.A. Food for Freedom poster is here suggested as a background for a defense food exhibit. These posters can be obtained from your county or state defense board. The arrangement of the egg crates suggests a V for Victory.

Add a can of MILK For DEFENSE

1. _____
2. _____
3. _____



The background could be a piece of wallboard with corners rounded, lettered in red and blue. For data on methods of increasing milk production, consult state or national bulletins on the subject, or get in touch with your county agent or Extension Service authority. If a typical dried milk container is not available, any small container labeled "DRIED MILK" will do.



The background could be of wallboard or plywood, lettered in red and blue. The "Food for Freedom" insignia can be cut from this booklet, and pasted on the background.

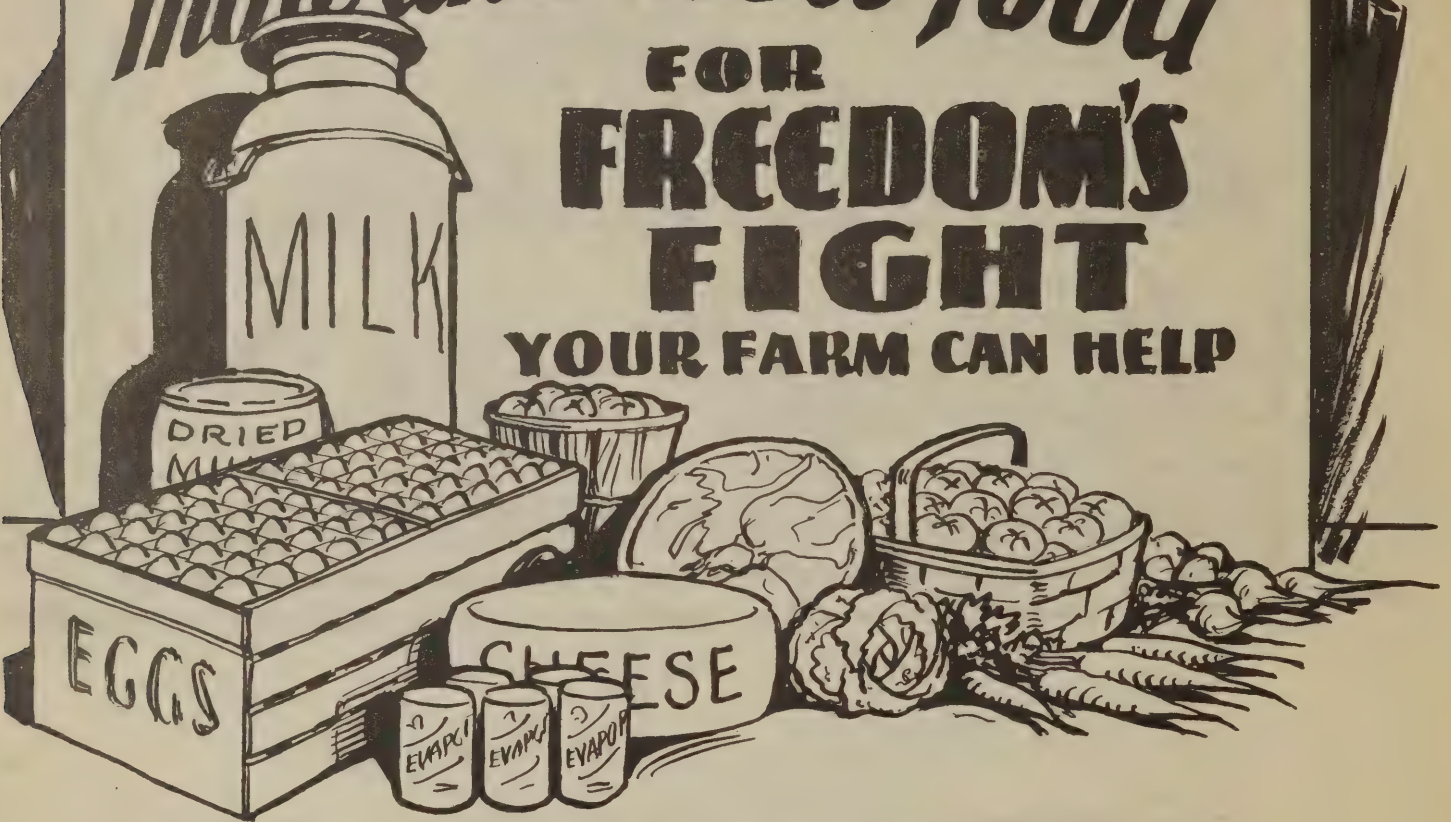


The background could be cut out of a piece of white wallboard with a key-hole saw or coping saw. Lettering for both signs could be red, blue, and possibly black. The wall should be composed of actual bags of sand, flour, or grain, with no trade marks or descriptions showing. The milk cans should be so angled that they will look as much as possible like cannons. If the exhibit is shown otherwise than in a store window, care must be taken that the eggs do not become actual missiles in the hands of children.

More and More Food

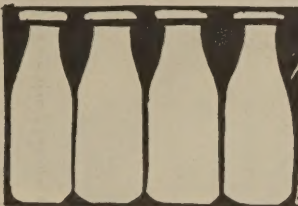
FOR FREEDOM'S FIGHT

YOUR FARM CAN HELP

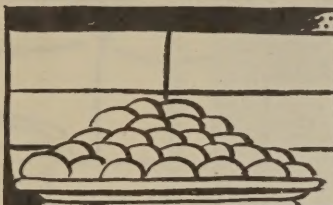


The lettering could be red and blue on a white wallboard background. The foods shown should be those defense foods which the region is best able to supply.

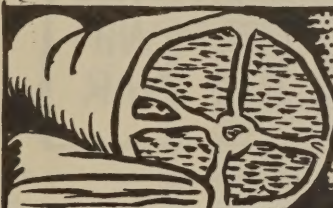
HELP FILL OUR WAR PANTRY



NEEDED —
MORE MILK



NEEDED —
MORE EGGS

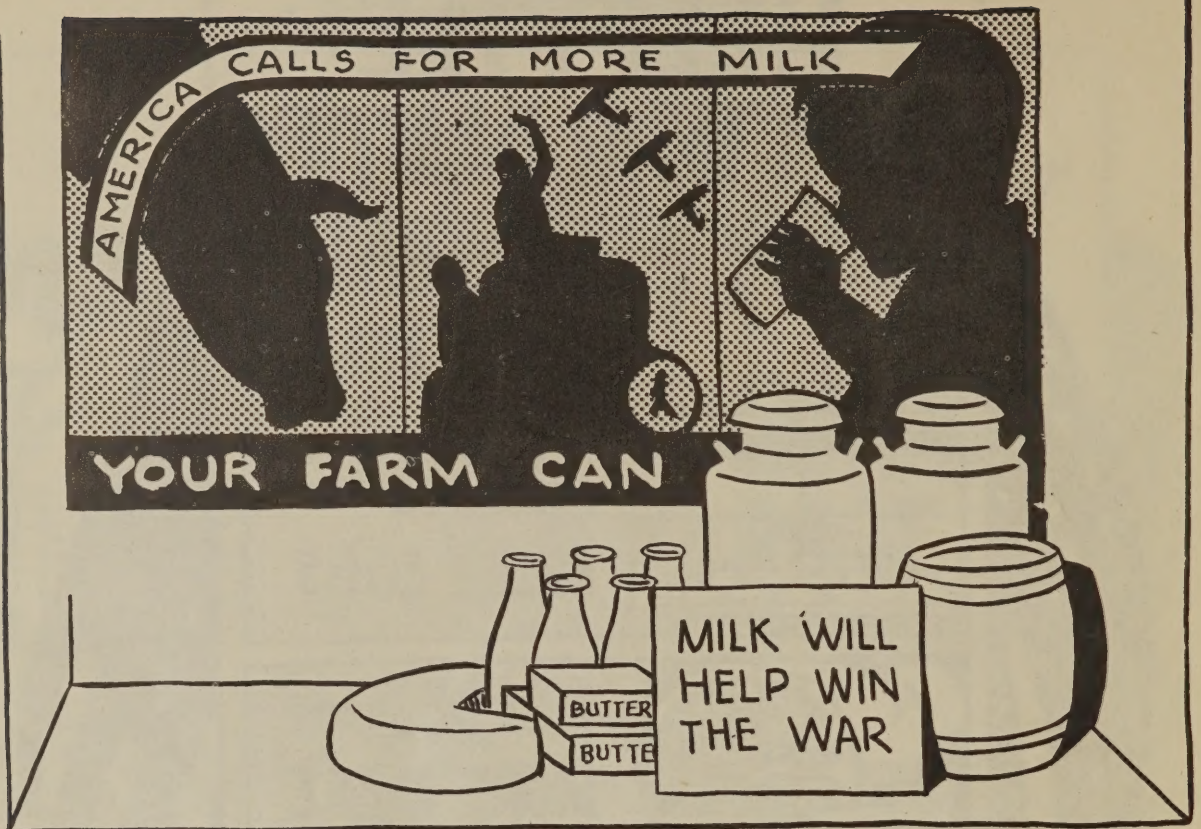


NEEDED —
MORE MEAT



NEEDED — MORE
VEGETABLES

This cupboard could be built out of light wood and plywood. The signs could be lettered in red and blue. Flags could be displayed at the sides, to add to the patriotic color. Care should be taken to provide enough light for the "Needed" signs at the back of the shelves.



This suggests the use of the new large (4x7½ feet) milk poster as a background, with an exhibit of the various important products of milk.



This symbol may be cut out and attached to the exhibit background as indicated in exhibit suggestion no. 12, or it can be used on a poster. The black area around the little man could be carefully painted a bright red to increase the attractiveness of the seal. Additional copies may be obtained from Washington on request.

